

<i>SERFF Tracking Number:</i>	<i>UHLC-127858742</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>50385</i>
<i>Company Tracking Number:</i>	<i>AS2675ST</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>ADVERTISING/AS2675ST</i>		

## Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-127858742 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 50385

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: AS2675ST State Status: Filed-Closed  
Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Wanda Augustus, Tammy Frederick, Bobbie Walton

Date Submitted: 12/02/2011 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

## General Information

Project Name: ADVERTISING

Project Number: AS2675ST

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Group Market Type: Association

Filing Status Changed: 12/09/2011

State Status Changed: 12/09/2011

Created By: Michelle Ambach

Corresponding Filing Tracking Number: AS2675ST

Filing Description:

Submitted for your review is advertising for use in connection with the AARP group health insurance plans. The enclosed advertising is new and does not replace any previously submitted advertisement. The material included within this filing is an Invitation to Inquire

Status of Filing in Domicile: Not Filed

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Overall Rate Impact:

Deemer Date:

Submitted By: Bobbie Walton

The Business Reply Cards - MS2534ST being specific to AS2680ST, MA2535ST being specific to AS2681ST and MS2536ST being specific to AS2682ST- are also attached for your review.



SERFF Tracking Number: UHLC-127858742 State: Arkansas  
 Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50385  
 Company Tracking Number: AS2675ST  
 TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
 Plans 2010  
 Product Name: GROUP MEDICARE SUPPLEMENT  
 Project Name/Number: ADVERTISING/AS2675ST

## Company and Contact

### Filing Contact Information

Susan Cipollo, Director Susan\_J\_Cipollo@uhc.com  
 680 Blair Mill Rd. 215-902-8444 [Phone]  
 Horsham, PA 19044 215-902-8813 [FAX]

### Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut  
 185 Asylum Street Group Code: 707 Company Type: Life and Health  
 Hartford, CT 06103 Group Name: State ID Number:  
 (860) 702-5000 ext. [Phone] FEIN Number: 36-2739571  
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## Filing Fees

Fee Required? Yes  
 Fee Amount: \$550.00  
 Retaliatory? No  
 Fee Explanation: \$50 X 11 = \$550  
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
UnitedHealthcare Insurance Company	\$550.00	12/02/2011	54215702



SERFF Tracking Number: UHLC-127858742 State: Arkansas  
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Company Tracking Number: AS2675ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: GROUP MEDICARE SUPPLEMENT  
Project Name/Number: ADVERTISING/AS2675ST

## Correspondence Summary

### Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	12/09/2011	12/09/2011



*SERFF Tracking Number:* UHLC-127858742 *State:* Arkansas  
*Filing Company:* UnitedHealthcare Insurance Company *State Tracking Number:* 50385  
*Company Tracking Number:* AS2675ST  
*TOI:* MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
*Product Name:* GROUP MEDICARE SUPPLEMENT  
*Project Name/Number:* ADVERTISING/AS2675ST

## Disposition

Disposition Date: 12/09/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.



SERFF Tracking Number: UHLC-127858742 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50385

Company Tracking Number: AS2675ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: ADVERTISING/AS2675ST

Schedule	Schedule Item	Schedule Item Status	Public Access
<b>Supporting Document</b>	SOV	Filed-Closed	Yes
<b>Form</b>	PRINT AD	Filed-Closed	Yes
<b>Form</b>	PRINT AD	Filed-Closed	Yes
<b>Form</b>	PRINT AD	Filed-Closed	Yes
<b>Form</b>	PRINT AD	Filed-Closed	Yes
<b>Form</b>	PRINT AD	Filed-Closed	Yes
<b>Form</b>	PRINT AD	Filed-Closed	Yes
<b>Form</b>	PRINT AD	Filed-Closed	Yes
<b>Form</b>	PRINT AD	Filed-Closed	Yes
<b>Form</b>	BUSINESS REPLY CARD	Filed-Closed	Yes
<b>Form</b>	BUSINESS REPLY CARD	Filed-Closed	Yes
<b>Form</b>	BUSINESS REPLY CARD	Filed-Closed	Yes



SERFF Tracking Number: UHLC-127858742 State: Arkansas  
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 50385  
Company Tracking Number: AS2675ST  
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010  
Plans 2010  
Product Name: GROUP MEDICARE SUPPLEMENT  
Project Name/Number: ADVERTISING/AS2675ST

## Form Schedule

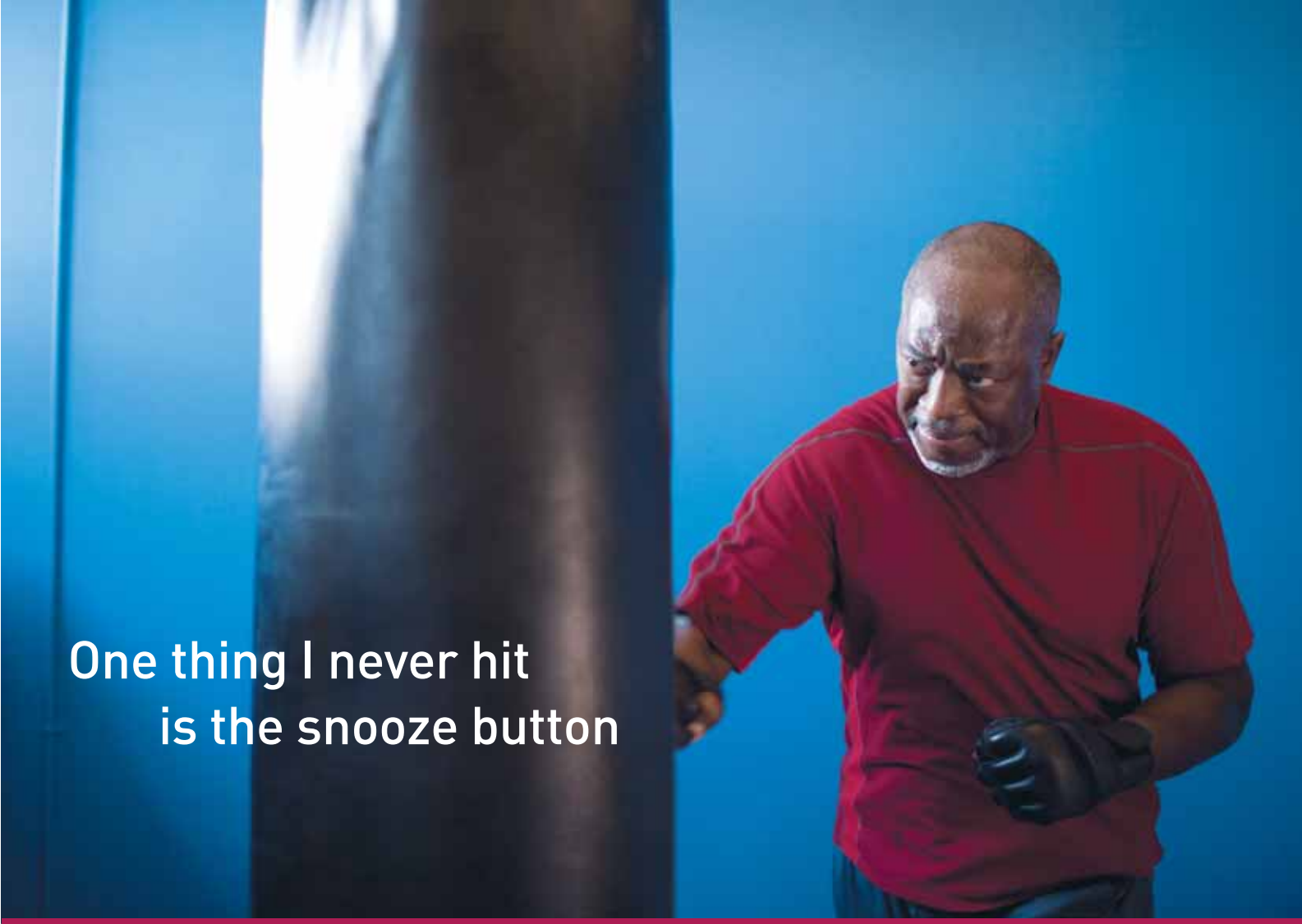
### Lead Form Number: AS2675ST

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 12/09/2011	AS2675ST	Advertising	PRINT AD	Initial		45.000	AS2675ST.pdf
Filed-Closed 12/09/2011	AS2677ST	Advertising	PRINT AD	Initial		45.000	AS2677ST.pdf
Filed-Closed 12/09/2011	AS2678ST	Advertising	PRINT AD	Initial		45.000	AS2678ST.pdf
Filed-Closed 12/09/2011	AS2679ST	Advertising	PRINT AD	Initial		45.000	AS2679ST.pdf
Filed-Closed 12/09/2011	AS2680ST	Advertising	PRINT AD	Initial		45.000	AS2680ST.pdf
Filed-Closed 12/09/2011	AS2681ST	Advertising	PRINT AD	Initial		45.000	AS2681ST.pdf
Filed-Closed 12/09/2011	AS2682ST	Advertising	PRINT AD	Initial		45.000	AS2682ST.pdf
Filed-Closed 12/09/2011	AS2691ST	Advertising	PRINT AD	Initial		45.000	AS2691ST.pdf
Filed-Closed 12/09/2011	MS2534ST	Advertising	BUSINESS REPLY CARD	Initial		45.000	MS2534ST.pdf
Filed-Closed 12/09/2011	MS2535ST	Advertising	BUSINESS REPLY CARD	Initial		45.000	MS2535ST.pdf



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Filing Company:	UnitedHealthcare Insurance Company	State Tracking Number:	50385
Company Tracking Number:	AS2675ST		
TOI:	MS08G Group Medicare Supplement - Standard Sub-TOI:	MS08G.001 Plan A 2010	
	Plans 2010		
Product Name:	GROUP MEDICARE SUPPLEMENT		
Project Name/Number:	ADVERTISING/AS2675ST		
Filed- Closed 12/09/2011	MS2536ST Advertising BUSINESS REPLY Initial CARD	45.000	MS2536ST.p df





One thing I never hit  
is the snooze button

With more than 2.9 million insured members\* and a 96% customer satisfaction survey rating,\*\* AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, have what it takes to work as hard as you do – every single day | **GO LONG™**

**AARP®** | Medicare Supplement Plans  
insured by **UnitedHealthcare Insurance Company**

Learn more at (**GoLong.com**)  
or call (**1 8XX-XXX-XXXX**)  
(code XXX) TTY 711

\* infogroup/ORC, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," December, 2010, [www.uhcmedsupstats.com](http://www.uhcmedsupstats.com) or call 1-800-523-5800 to request a copy of the full report.

\*\* GfK Custom Research NA, "Medicare Supplement Plan Satisfaction Posted Questionnaire," 9/14/10, [www.uhcmedsupstats.com](http://www.uhcmedsupstats.com) or call 1-800-523-5800 to request a copy of the full report.

AARP endorses the AARP Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company. UnitedHealthcare Insurance Company pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP and its affiliates are not insurers.

AARP does not employ or endorse agents, brokers or producers.

Insured by UnitedHealthcare Insurance Company, Horsham, PA (UnitedHealthcare Insurance Company of New York, Islandia, NY for New York residents.) Policy form No. GRP 79171 GPS-1 (G-36000-4). In some states plans may be available to persons eligible for Medicare by reason of disability.

**Not connected with or endorsed by the U.S. Government or the federal Medicare program.**

**This is a solicitation of insurance. A licensed insurance agent/producer may contact you.**

Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

AS2675ST





Life is better when you surround yourself with friends who support you. With more than 2.9 million insured members\*, AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, will be there to help you stay on top of your game | **GO LONG™**

**AARP®** | Medicare Supplement Plans  
insured by **UnitedHealthcare Insurance Company**

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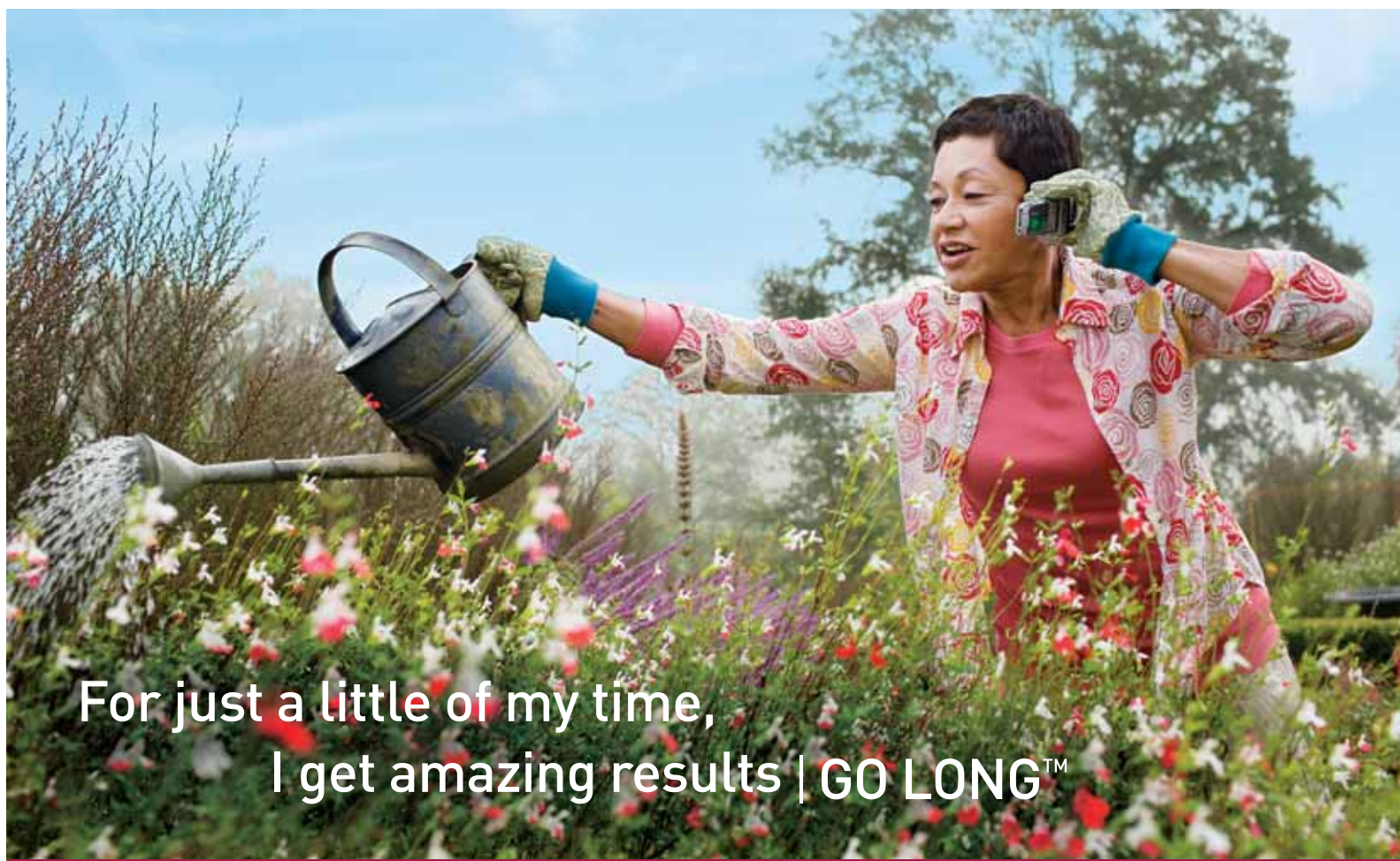
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AS2677ST





For just a little of my time,  
I get amazing results | GO LONG™

You know the value of hard work. But when it comes to your health insurance, you shouldn't have to work too hard to get the service you deserve. With AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, you'll get:

- **Personal Service** with a 96% customer satisfaction survey rating\*
- **Satisfaction.** 9 out of 10 insured members surveyed recommend this plan\*
- **Confidence** in having the only plan of its type endorsed by AARP\*\*

**AARP®** | Medicare Supplement Plans  
insured by **UnitedHealthcare Insurance Company**

Learn more at (**GoLong.com**)  
or call (**1 8XX-XXX-XXXX**)  
(code XXX) TTY 711

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Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

AS2678ST



# Nice to have a friend who's a real good listener | GO LONG™



Sometimes what you need most is for someone to take the time and really listen. With more than 2.9 million insured members\*, AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, have what it takes to go the distance with you. With these plans, you'll receive:

- **Personal Service** with a 96% customer satisfaction survey rating\*\*
- **Satisfaction.** 9 out of 10 insured members surveyed recommend this plan\*\*
- **Confidence** in having the only plan of its type endorsed by AARP\*\*\*

**AARP®** | Medicare Supplement Plans  
insured by **UnitedHealthcare Insurance Company**

Learn more at (**GoLong.com**)  
or call (**1 8XX-XXX-XXXX**)  
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Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

AS2679ST





You can tell a lot about someone  
from the company he keeps | GO LONG™

It's important to surround yourself with the right people. With more than 2.9 million insured members\*, AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, have the largest Medicare supplement membership in the nation.

**AARP®** | Medicare Supplement Plans  
insured by **UnitedHealthcare**  
**Insurance Company**

Mail the attached card today for  
your **FREE** Decision Guide!

Discover the advantages a Medicare supplement plan can give you:

- **Coverage to help pay some of the costs** Medicare doesn't pay
- **Guaranteed coverage for life\*\***
- The **freedom to choose** any doctor or hospital that accepts Medicare patients

Learn more at (**GoLong.com**)  
or call (**1 8XX-XXX-XXXX**)  
(code XXX) TTY 711

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\*\* As long as you pay your premiums when due and you do not make any material misrepresentation on the application.

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**This is a solicitation of insurance. A licensed insurance agent/producer may contact you.**

Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

AS2680ST





There's no holding back  
a great team | GO LONG™

Building a great team starts with choosing the right players. People have relied on AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, for more than a decade. Today, 9 out of 10 surveyed members\* recommend the only Medicare supplement plans endorsed by AARP\*\*.



**Medicare Supplement Plans**  
insured by **UnitedHealthcare Insurance Company**

Mail the attached card today for  
your **FREE** Decision Guide!

Discover the advantages that a Medicare supplement plan can give you:

- **Coverage to help pay some of the costs** Medicare doesn't pay
- **No referrals needed** to see a specialist
- The **freedom to choose** any doctor or hospital that accepts Medicare patients

Learn more at (**GoLong.com**)  
or call (**1 8XX-XXX-XXXX**)  
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AS2681ST





When you're with friends you always  
hold a winning hand | GO LONG™

You've chosen your friends with great care, and they've always been there for you. With more than 2.9 million insured members\*, AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, have what it takes to go the distance with you.



**Medicare Supplement Plans**  
insured by **UnitedHealthcare**  
**Insurance Company**

Mail the attached card today for your  
**FREE Decision Guide!**

Discover the advantages an AARP Medicare Supplement Insurance Plan can bring to the table:

- **Personal Service** with a 96% customer satisfaction survey rating\*\*
- **Satisfaction.** 9 out of 10 insured members surveyed recommend this plan\*\*
- **Confidence** in having the only plan of its type endorsed by AARP\*\*\*

Learn more at (**GoLong.com**)  
or call (**1 8XX-XXX-XXXX**)  
(code XXX) TTY 711

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Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

AS2682ST





It's always a good day  
to learn something new

Every day is an opportunity to make some new discoveries. With more than 2.9 million insured members\*, AARP® Medicare Supplement Insurance Plans, insured by UnitedHealthcare Insurance Company, will be there with you for every new experience – today and for many years to come | **GO LONG™**

**AARP®** | Medicare Supplement Plans  
insured by **UnitedHealthcare Insurance Company**

Learn more at **(GoLong.com)**  
or call **(1 8XX-XXX-XXXX)**  
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**Not connected with or endorsed by the U.S. Government or the federal Medicare program.**

**This is a solicitation of insurance. A licensed insurance agent/producer may contact you.**

Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.

AS2691ST



Learn more about the only Medicare supplement insurance plans to carry the AARP name. Mail the card below to receive your **FREE** Decision Guide.

Learn more at **(GoLong.com)**  
or call **(1 8XX-XXX-XXXX)**  
**(code XXX) TTY 711**



1) Name	<input type="text"/>																							
	(Mr., Mrs., Ms.) Please Print																							
Date of Birth	<input type="text"/>								Medicare (Part B) Effective Date	<input type="text"/>														
	MM/DD/YYYY									MM/YYYY														
2) Spouse Name	<input type="text"/>																							
	(Mr., Mrs., Ms.) Please Print																							
Date of Birth	<input type="text"/>								Medicare (Part B) Effective Date	<input type="text"/>														
	MM/DD/YYYY									MM/YYYY														
3) Address	<input type="text"/>																							
City	<input type="text"/>												State	<input type="text"/>		Zip	<input type="text"/>							
4) My AARP Membership number is	<input type="text"/>																							
5) Phone ( <input type="text"/> <input type="text"/> <input type="text"/> )	<input type="text"/>		-		<input type="text"/>																			
6) E-mail Address	<input type="text"/>																							

If you provide your phone number or email, an agent may contact you.

Not eligible for Medicare and between the ages of 50 and 64? Call for more information.

AARP does not employ or endorse agents, brokers, representatives or advisors.

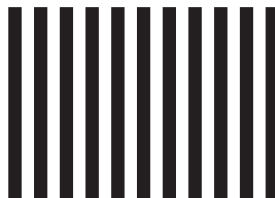
This is a solicitation of insurance.

MS2534ST





NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO.45 LEHIGH VALLEY, PA

POSTAGE WILL BE PAID BY ADDRESSEE

UNITEDHEALTHCARE  
INSURANCE COMPANY  
PO BOX 25601  
LEHIGH VALLEY PA 18003-9905



▼ Fold here, moisten, and seal. ▼



Medicare Supplement Plans  
insured by **UnitedHealthcare**  
Insurance Company

Call toll-free:  
**(1 8XX-XXX-XXXX)**  
(code XXX) TTY 711

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**This is a solicitation of insurance. A licensed insurance agent/producer may contact you.**

Call a licensed insurance agent/producer to receive complete information including benefits, costs, eligibility requirements, exclusions and limitations.



**GLUE STRIP • GLUE STRIP • GLUE STRIP • GLUE STRIP • GLUE**



AARP Medicare Supplement Plans  
 insured by UnitedHealthcare Insurance Company

MEMBERSHIP ID 0000000000-00

YOUR NAME HERE

Learn more at (**GoLong.com**)  
or call (**1 8XX-XXX-XXXX**)  
(code XXX) TTY 711

1) Name	<input type="text"/>																							
	(Mr., Mrs., Ms.) Please Print																							
Date of Birth	<input type="text"/>						Medicare (Part B) Effective Date												<input type="text"/>					
	MM/DD/YYYY																		MM/YYYY					
2) Spouse Name	<input type="text"/>																							
	(Mr., Mrs., Ms.) Please Print																							
Date of Birth	<input type="text"/>						Medicare (Part B) Effective Date												<input type="text"/>					
	MM/DD/YYYY																		MM/YYYY					
3) Address	<input type="text"/>																							
City	<input type="text"/>												State		<input type="text"/>		Zip		<input type="text"/>					
4) My AARP Membership number is	<input type="text"/>																							
5) Phone ( <input type="text"/> <input type="text"/> <input type="text"/> )	<input type="text"/>		-		<input type="text"/>																			
6) E-mail Address	<input type="text"/>																							

If you provide your phone number or email, **an agent may contact you.**

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AARP does not employ or endorse agents, brokers, representatives or advisors.

This is a solicitation of insurance.

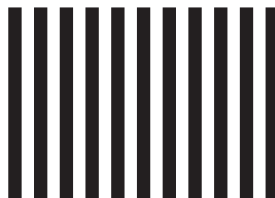
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Learn more at (**GoLong.com**)  
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- 1) Name  (Mr., Mrs., Ms.) Please Print

Date of Birth  Medicare (Part B) Effective Date

MM/DD/YYYY MM/YYYY

2) Spouse Name  (Mr., Mrs., Ms.) Please Print

Date of Birth  Medicare (Part B) Effective Date

MM/DD/YYYY MM/YYYY

3) Address

City  State  Zip

4) My AARP Membership number is

5) Phone (  )  -

6) E-mail Address

If you provide your phone number or email, **an agent may contact you.**

\* infogroup/ORC, "Substantiation of Advertising Claims Concerning AARP Medicare Supplement Insurance Plans," December, 2010, [www.uhcmedsupstats.com](http://www.uhcmedsupstats.com) or call 1-800-523-5800 to request a copy of the full report.

Not eligible for Medicare and between the ages of 50 and 64? Call for more information.

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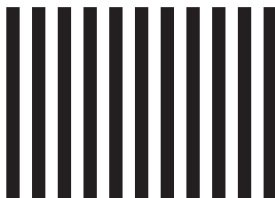
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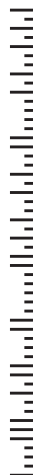


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<i>SERFF Tracking Number:</i>	<i>UHLC-127858742</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>UnitedHealthcare Insurance Company</i>	<i>State Tracking Number:</i>	<i>50385</i>
<i>Company Tracking Number:</i>	<i>AS2675ST</i>		
<i>TOI:</i>	<i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i>		<i>MS08G.001 Plan A 2010</i>
	<i>Plans 2010</i>		
<i>Product Name:</i>	<i>GROUP MEDICARE SUPPLEMENT</i>		
<i>Project Name/Number:</i>	<i>ADVERTISING/AS2675ST</i>		

## Supporting Document Schedules

		<b>Item Status:</b>	<b>Status</b>
<b>Satisfied - Item:</b>	SOV	Filed-Closed	<b>Date:</b> 12/09/2011
<b>Comments:</b>			
<b>Attachment:</b>			
SOV.pdf			



### Statement of Variability

AS2675ST, AS2677ST, AS2678ST, AS2679ST, AS26780ST  
AS2681ST, AS2682ST, AS2691ST, MS2534ST, MS2535ST, MS2536ST

Variable	Description
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[GoLong.com]	This URL may change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).
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Variable	Description
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[1-XXX-XXX-XXXX]	The phone # will change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).
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Variable	Description
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[Code XXX]	The 3 digit code will change according to where/when the ad is used. This info allows us to track the success of the ad or the media channel (i.e. # of people who call & request more info).
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